

OPTION 2: PRIVATE ARTS, ENTERTAINMENT, AND EDUCATION CENTER DEVELOPMENT

I. STUDY AREA DEVELOPMENT STAGING

Staging Objectives and Project Goals
A. Connection between the development and Clopper Road <i>Construction of bridge over CSX rail line and extension of Watkins Mill Road.</i>
B. Additional Road Capacity for Future Watkins Mill Interchange at I-270 <i>Completed extension of Watkins Mill Road between CSX rail line and I-270</i>
C. Access to Interstate (I-270) <i>Completion of Watkins Mill Road Interchange</i>
D. Linkage to Frederick Avenue and Secondary Access to Site <i>Completed extension of Watkins Mill Road from I-270 to Frederick Avenue and Bridge over Metropolitan Grove Road</i>
E. Local Transit Access <i>Corridor Cities Transit way Constructed to Study Area</i>

The implementation of staging elements for development will be controlled by the approval process for the Mixed Use Development (MXD) Zone through the schematic development plan (SDP) approval process.

II. STUDY AREA DEVELOPMENT ASSUMPTIONS

- A community charrette must be held regarding this proposed option as part of development submission.
- Provide property for transit right-of-way and transit station.
- Provide right-of-way for Watkins Mill Road extended.
- Provide right-of-way for I-270 Interchange.
- Provide for possible transit rail yard.
- Preserve and maintain environmentally sensitive areas and establish parks throughout the development that are outside of environmentally protected areas.

- Preserve 27 acres of City-owned parkland.
- The area north of the CSX tracks, west of the CCT right-of-way, south of the proposed transit rail yard and east of the City boundary will be used as a park and or school site. Whether the site can or will be used as a school site will be determined by conducting feasibility and need assessments involving the City and Montgomery County.
- Provide pedestrian and bike connections to uses within and adjacent to the development.
- Incorporate green building development techniques.
- At the time of each proposed development a traffic study shall be performed and must meet Transportation Theme requirements.
- Density of development to be determined by the Mayor and City Council during the Schematic Development Plan process in accordance with the adopted Education and Transportation themes.

III. PRIVATE ARTS ENTERTAINMENT AND EDUCATION CENTER OPTION CONSTRAINTS

- One or more Hotels may be permitted, depending upon the type and extent of development.
- High intensity uses should be located east of Watkins Mill Road extended. This allows for immediate access to the transit station and I-270.
- Low intensity uses should be located west of Watkins Mill Road extended.
- Suggested auxiliary uses would be included in the Comprehensive Uses and would be in addition to the Stand-alone Uses, with the amount, location, and other details determined during sketch plan review.
- A Comprehensive Use will require an impact study of the full development upon the submission of the first sketch plan, to provide a more detailed staging plan.
- A development consisting of Stand-alone and Auxiliary Uses cannot be fully developed until the transit way is complete and

- a final impact study has been done to determine the actual amount of development that can occur.
- The final stage of development, whether a Comprehensive Use or Stand-alone Uses, should provide incentives for transit use, including free or reduced fare, free shuttles, reduced on-site parking, etc.

Use Examples

- Suggested Comprehensive Uses Include:
 - Theme Park
 - Active and Educational Farm (animals, cider mill, community garden, museum, educational displays and activities)
 - Amusement Park
 - Film and Music Complex (studio, sound stages, etc.)
 - Zoo and/or Aquarium
 - 9-Hole Executive Golf Course and Driving Range
 - Fee-based Campground
- Suggested Standalone Uses Include:
 - Group of Art Studios, Craft Studios, Furniture Studios, Galleries, etc.
 - Convention Center
 - Educational Centers like Science Center, Nature Center, Library, Arboretum, etc.
 - Stadium or Arena (baseball, football, hockey, etc.)
 - Performing Arts Center, Opera House, Comedy Club, etc.
 - Movie Theater, Drive-in Theater
 - Banquet/Reception Facility
- Suggested Auxiliary Uses Include:
 - Commercial Recreation Restaurants (Jeepers, Chuck E Cheese, etc.)
 - Themed Restaurants (Rain Forest Café, Hard Rock Café, etc.)
 - Other restaurants, but not so many that they become the main use
 - Hotel
 - Health Club, Velodrum, Fitness Path, etc.
 - Entertainment Clubs (dance clubs, sports bars, etc.)
 - Retail and Souvenirs associated with Studios, Theme Park, etc.

- Private Education Classes that teach Arts, Crafts, Carpentry, etc.

IV. PRIVATE ARTS ENTERTAINMENT AND EDUCATION CENTER OPTION PROS and CONS

The development Pros and Cons were developed using citizen comments during the study area work session and the relevant adopted themes. As per the community work sessions, the themes included Recreation, Environment, Transportation, Housing, Economic Development, and Education. During the review of a proposed development, the plan will be compared to the adopted Themes.

PROS

- Has the potential to create a “destination” in Gaithersburg and suburban Maryland.
- Provide employment and commercial opportunities in close proximity to residential areas.
- Provides opportunities for uses that may not be present in the local economy.
- Could improve the cultural and educational opportunities in this area.
- Would be accessible by transit eventually and could reduce traffic impacts.
- Depending on the amount and type of development, may allow for more preservation of open space and existing natural environment.
- No school impact.
- Little, if any, public facilities impact.

CONS

- Requires a large private investment and implementation.
- Difficult to construct and complete the needed transportation improvements due to the lack of funding (private entities that would develop using this option may not be able to pay for needed improvements).

- There will likely be a reduction in the amount of real property tax revenue.
- Development will create additional traffic. Traffic impacts have the potential to be higher off-peak, depending upon the number, type, and success of the uses.
- Noise impacts to surrounding areas.
- Extensive maintenance to avoid a “run-down” look (i.e., trash, painting, etc.).
- Current and future competition with other similar areas may reduce its viability.
- May not utilize the full value of the land.